

July 20, 2020

The BSE Limited
Corporate Relationship Department.
P J. Towers.
Dalal Street, Fort
Mumbai - 400 001

The National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex.
Bandra (E), Mumbai - 400 051

SCRIP CODE: **543066**

SYMBOL: **SBICARD**

SECURITY: **Equity Shares/Debentures**

SECURITY: **Equity Shares**

Dear Sirs,

Re: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press Release and copy of Presentation made for Analysts/Investors on Financial Results

In compliance with the provisions of Regulation 30 read with Schedule III Part A of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith the press release and a copy of presentation made for Analysts/Investors on Financial Results of the Company for the quarter ended June 30, 2020

Kindly take the same on record.

Thanking you,

Yours faithfully,

For SBI Cards and Payment Services Limited
(formerly known as SBI Cards and Payment Services Private Limited)



Payal Mittal Chhabra
Company Secretary & Compliance Officer

SBI Cards and Payment Services Ltd.

(Formerly known as SBI Cards and Payment Services Pvt. Ltd.)

DLF Infinity Towers, Tower C,
12th Floor, Block 2, Building 3,
DLF Cyber City, Gurugram - 122002,
Haryana, India

Tel.: 0124-4589803
Email: customercare@sbicard.com
Website: sbicard.com

Registered Office:
Unit 401 & 402, 4th Floor, Aggarwal Millennium Tower,
E 1,2,3, Netaji Subhash Place, Wazirpur, New Delhi - 110034
CIN - U65999DL1998PLC093849

PRESS RELEASE

SBI Cards and Payment Services Limited

(Formerly known as SBI Cards and Payment Services Private Limited)

Financial Results for the Quarter Ended June 30, 2020

SBI Card PAT grows 14% to ₹393 Crore in Q1 FY21 vs ₹364 Crore in Q1 FY20

New Delhi, 20 July 2020: The Board of Directors of SBI Cards and Payment Services Limited approved the Company's results for the quarter ended June 30, 2020, at their meeting held on Monday, July 20, 2020.

Performance Highlights

- PAT grew by 14% to ₹393 Crore for Q1 FY21 vs ₹346 Crore for Q1 FY20
- ROAA at 6.3% for Q1 FY21 vs 6.5% for Q1 FY20
- ROAE at 28.3% for Q1 FY21 vs 36.1% for Q1 FY20
- Capital Adequacy Ratio at 24.4% (Q1 FY20 : 18.9%); Tier 1 at 20.1% (Q1 FY20 : 14.3%)

Key Metrics

- Card-in-force grew by 20% to 1.06 Cr vs 0.88 Cr as of Q1 FY20
- Spends at ₹19,085 Crore for Q1 FY21 vs ₹30,174 Cr for Q1 FY20
- Market share – Card-in-force at 18.3%; Spends at 19.6% (as of Apr'20)
- Receivables grew by 10% to ₹23,330 Crore vs ₹21,231 Cr as of Q1 FY20
- Cost to Income ratio improved by 635bps to 47.2% vs 53.6% for Q1 FY20
- GNPA improves by 133bps to 1.35% vs 2.68% for Q1 FY20
- Accounts in moratorium went down to 1.5 lac in June 2020 vs 12.5 lac in May 2020
- Daily average spends improved to 76.5% of Pre COVID level for June 2020 vs 54.0% for May 2020
- New accounts acquisition improved from 80K in May 2020 to 181K in June 2020; stands at 57.6% of Pre COVID average daily acquisition

**Pre COVID refers to average of Dec19-Feb20*

Profit & Loss Account for the Quarter ended June 30, 2020

- Total income at ₹2,196 Cr for Q1 FY21 vs ₹2,304 Cr for Q1 FY20. This movement was a result of the following key factors:

- Interest income increased by ₹363 Cr, or 34.6% to ₹1,412 Cr for Q1 FY21 from ₹1,049 Cr for Q1 FY20
 - Income from fees and services at ₹668 Cr for Q1 FY21 vs ₹916 Cr for Q1 FY20.
 - Other income at ₹43 Cr for Q1 FY21 vs ₹236 Cr for Q1 FY20.
- Finance costs decreased by ₹27 Cr, or 9.0% to ₹275 Cr for Q1 FY21 from ₹302 Cr for Q1 FY20.
- Total Operating cost decrease by ₹166 Cr, or 15.4% to ₹907 Cr for Q1 FY21 from ₹1,073 Cr for Q1 FY20.
- Impairment losses & bad debts expenses for the quarter at ₹485 Cr vs ₹397 Cr for Q1 FY20.
- Profit before tax at ₹528 Cr for Q1 FY21 vs ₹533 Cr for Q1 FY20.
- Profit after tax increased by ₹48 Cr, or 13.8% to ₹393 Cr for Q1 FY21 from ₹346 Cr for Q1 FY20.

Balance Sheet as of June 30, 2020

- Total Balance Sheet size as of June 30, 2020 was ₹24,260 Cr as against ₹25,303 Cr as of March 31, 2020.
- Total Gross Advances (Credit card receivables) as of June 30, 2020 were ₹23,330 Cr, an increase of 9.9 % from ₹21,231 Cr as of June 30, 2019.
- Net worth as of June 30, 2020 was ₹5,722 Cr as against ₹5,413 Cr as of March 31, 2020, a growth of 5.7%.

Capital Adequacy

As per the capital adequacy norms issued by the RBI, Company's capital to risk ratio consisting of tier I and tier II capital should not be less than 15% of its aggregate risk weighted assets on - balance sheet and of risk adjusted value of off-balance sheet items. As of June 30, 2020, Company's CRAR was 24.4% compared to 18.9% as of June 30, 2019.

The tier I capital in respect of an NBFC-ND-SI, at any point of time, is required to be not be less than 10%. Company's Tier I capital was 20.1% as of June 30, 2020 compared to 14.3% as of June 30, 2019.

Asset Quality

The Gross non-performing assets were at 1.35% of gross advances as on June 30, 2020 as against 2.68% as on June 30, 2019. The Provision Coverage Ratio at 68.25% as of June 30, 2020 as against 72.00% as of June 30, 2019.

Rating

CRISIL Long Term	-	AAA/Stable
CRISIL Short Term	-	A1+
ICRA Long Term	-	AAA/Stable
ICRA Short Term	-	A1+

Summary Profit and Loss Statement

Rs Cr	Q1 FY20	Q4 FY20	Q1 FY21	YoY	QoQ	FY20
Interest Income	1,049	1,348	1,412	35%	5%	4,841
Others	1,019	1,085	740	-27%	-32%	4,435
Total Revenue from operations	2,068	2,433	2,152	4%	-12%	9,276
Total Other Income	236	77	43	-82%	-44%	476
Total Income	2,304	2,510	2,196	-5%	-13%	9,752
Finance costs	302	334	275	-9%	-18%	1,301
Impairment losses & bad debts	397	838	485	22%	-42%	1,940
Operating Costs	1,073	1,226	907	-15%	-26%	4,781
Total expenses	1,772	2,398	1,667	-6%	-30%	8,023
Profit before tax	533	112	528	-1%	371%	1,730
Profit after tax	346	84	393	14%	371%	1,245

Summary Balance Sheet

Rs Cr	As of Jun 19	As of Mar 20	As of Jun 20	YoY	QoQ
Assets					
Loans (Net)	20,457	22,812	21,921	7%	-4%
Cash & Bank Balances	578	676	593	3%	-12%
Other Financial Assets	296	276	313	6%	13%
Total non-financial Assets	1,328	1,539	1,432	8%	-7%
Total Assets	22,658	25,303	24,260	7%	-4%
Liabilities and Equity					
Total Equity	3,930	5,341	5,651	44%	6%
Borrowings including lease liabilities	16,095	17,365	16,076	0%	-7%
Other financial liabilities	1,123	1,401	949	-15%	-32%
Total non-financial liabilities	1,510	1,196	1,583	5%	32%
Total liabilities and equity	22,658	25,303	24,260	7%	-4%

About SBI Card

SBI Cards and Payment Services Limited (formerly known as SBI Cards and Payment Services Private Limited) (“SBI Card”) is a non-banking financial company that offer extensive credit card portfolio to individual cardholders and corporate clients which includes lifestyle, rewards, travel & fuel and banking partnerships cards along with corporate cards covering all major cardholders’ segments in terms of income profile and lifestyle. It has diversified customer acquisition network that enables to engage prospective customers across multiple channels. SBI Card is a technology driven company.

The Company is listed on National Stock Exchange (“NSE”) and The Bombay Stock Exchange (“BSE”).

Note: The brand name of the company is ‘**SBI Card**’ and it is registered in the name of ‘**SBI Cards and Payment Services Limited**’. The company is trading under the entity name ‘**SBICARD**’ on stock exchanges.

For investor queries please email investor.relations@sbicard.com

For further press queries please contact

SBI Card

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Perfect Relations for SBI Card

Rakesh Kumar Jha

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Investor Presentation Q1 FY21

July 20th, 2020



Performance Highlights (Q1 FY21)



Profitable operations

- PAT ₹ 393 Cr, YoY 14%
- ROAA 6.3%, ROAE 28.3%
- Positive operating leverage; Cost to income 47.2% (Q1 FY20 53.6%)

Improving market share

- Market share*: Cards 18.3% (Q1 FY20 17.8%), Spends 19.6% (Q1 FY20 17.2%)
- Growing above industry average

Sustaining growth

- 20% YoY growth in cards; 10% YoY growth in Receivables
- Interest Income driving revenue growth, constitutes 66% of revenue from operations

Asset quality

- GNPA @ 1.4% at Jun20 (Q1 FY20 2.7%)
- No change in COVID provisions created in Mar'20

Adequate liquidity and CAR

- Diversified borrowings mix, adequate unutilized banking credit available
- Healthy CAR @ 24.4%, T-1 @ 20.1%

Performance Highlights (Q1 FY21 Vs Q1 FY20)



PAT
₹ 393 Cr

▲ 14%
[₹ 346 Cr]

ROAA
6.3%

▼ 11 bps
[6.5%]

ROAE
28.3%

▼ 783 bps
[36.1%]

CAR
24.4%

Tier 1 20.1%

▲ 551 bps
[18.9%]

CIF
1.06 Cr

▲ 20%
[0.88 Cr]

SPENDS
₹ 19,085 Cr

▼ 37%
[₹ 30,174 Cr]

RECEIVABLES
₹ 23,330 Cr

▲ 10%
[₹ 21,231 Cr]

GNPA
1.35 %

▼ 133 bps
[2.68%]

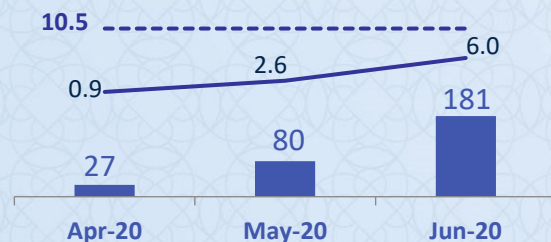
Figures in [] represents Q1 FY20

Key Portfolio Trends

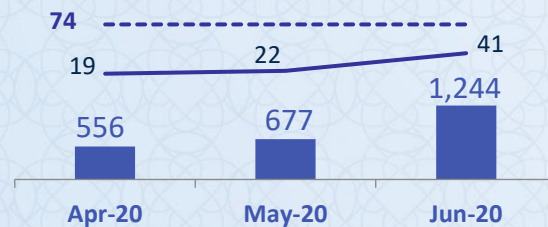


Growth Metrics

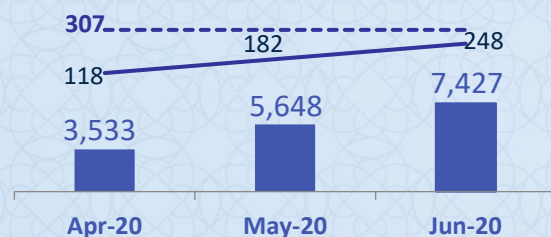
New Accounts
(‘000)



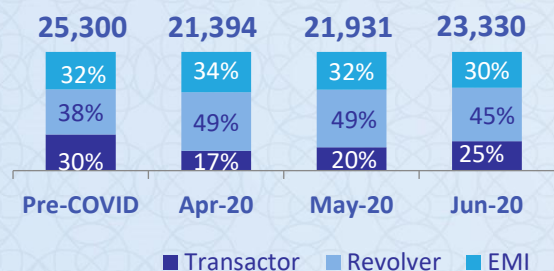
Corporate Spends
(₹ Cr)



Retail Spends
(₹ Cr)

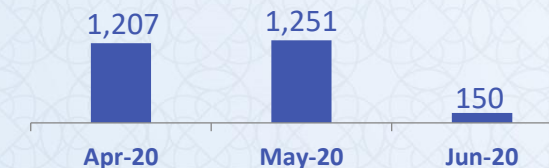


Receivables
(₹ Cr)



Moratorium Impact & Collections

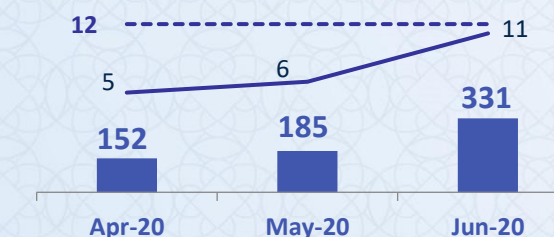
Moratorium Accounts
(‘000)



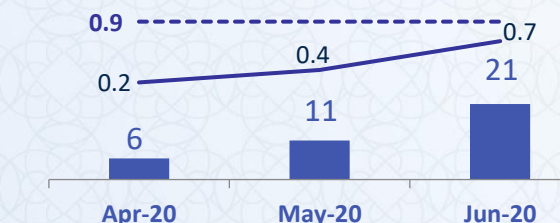
Moratorium Balances
(₹ Cr)



Income from fees & services
(₹ Cr)

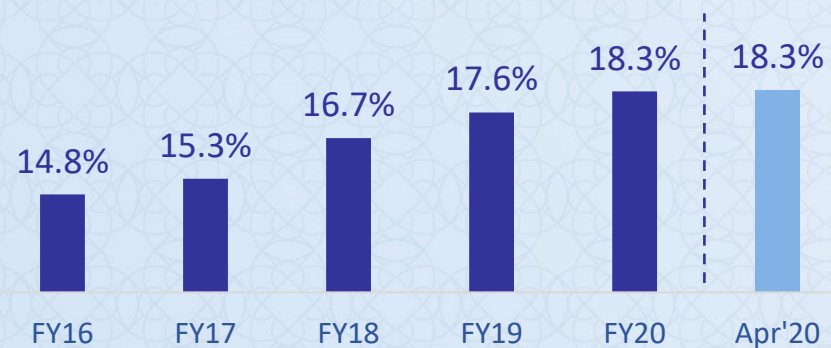


Recoveries
(₹ Cr)



Steadily increasing our share of pie in the industry

Cards in force



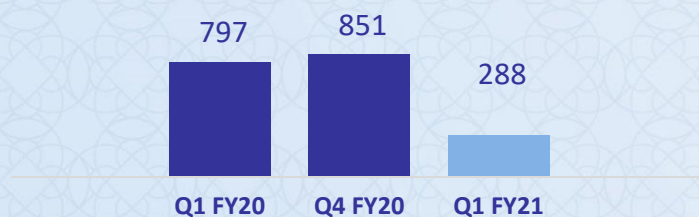
Spends



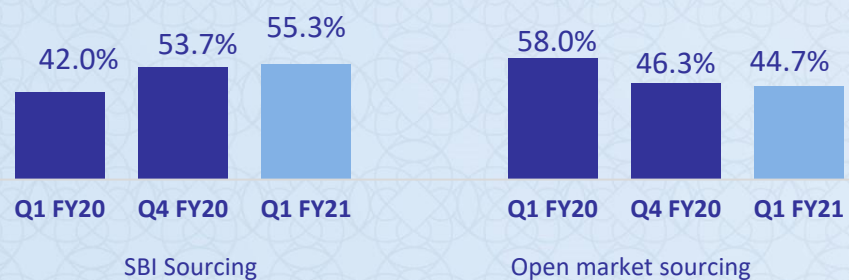
New Accounts and Cards-in-force



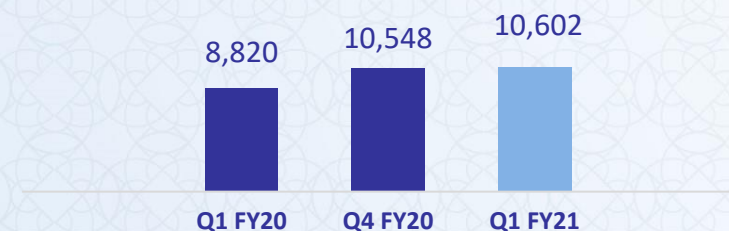
New Accounts ('000)



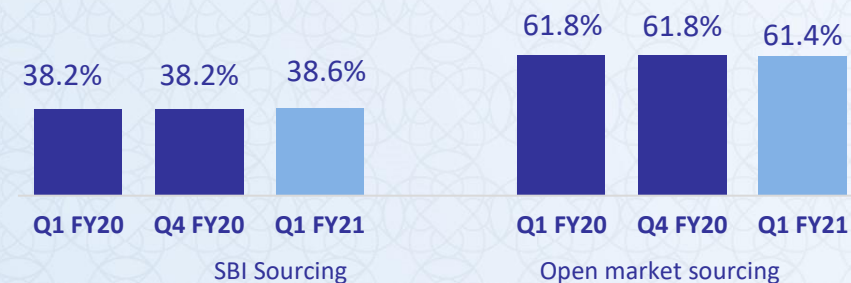
Channel wise Split



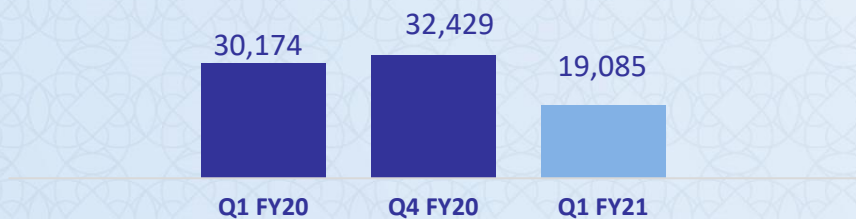
Cards-in-force ('000)



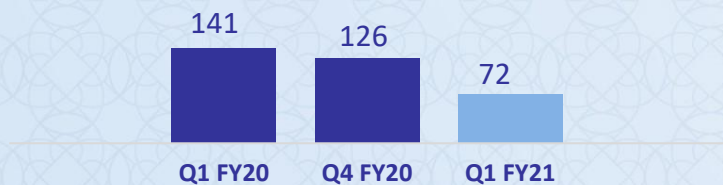
Channel wise Split



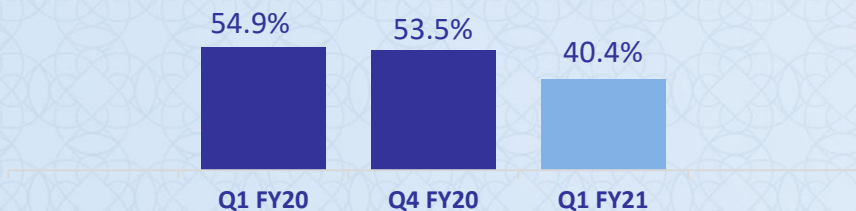
Spends (₹ Cr)



Spend per Card (₹ '000)



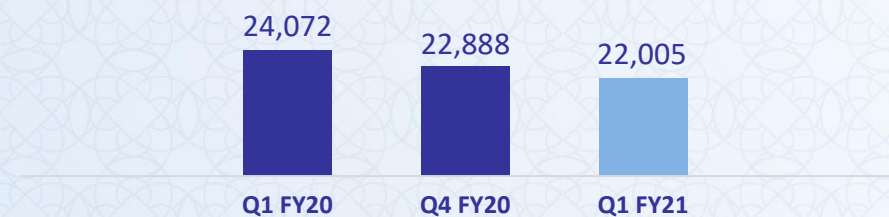
30 day spend active rate %



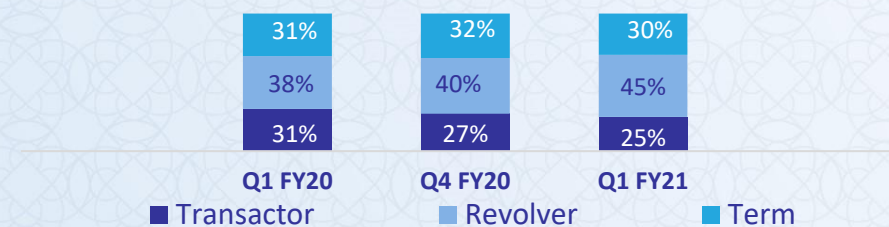
Receivables (₹ Cr)



Receivable per Avg Card (₹)



Receivable Mix %

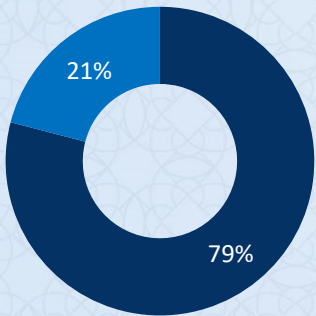


Portfolio Insights



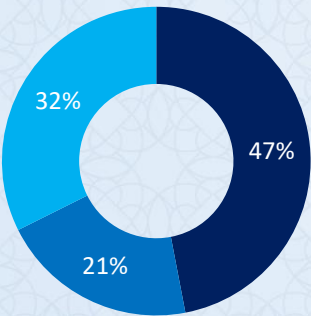
New Sourcing
For Q1 FY21

Occupation



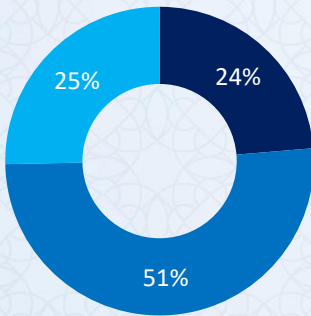
■ Salaried ■ Self Employed

Salaried Category



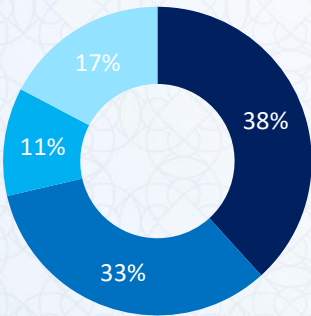
■ Govt/PSU ■ Cat A ■ Cat B

Age profile



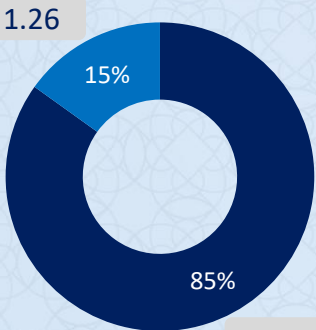
■ Under 30 ■ 31-45 ■ >45

By City Tier

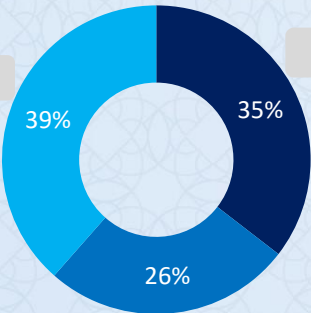


■ Tier 1 ■ Tier 2 ■ Tier 3 ■ Others

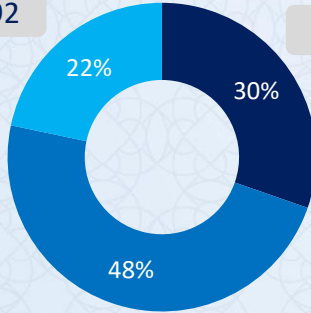
Cards- in- Force
As on 30th Jun 2020



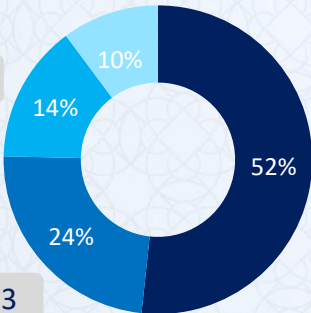
■ Salaried ■ Self Employed



■ Govt/PSU ■ Cat A ■ Cat B



■ Under 30 ■ 31-45 ■ >45

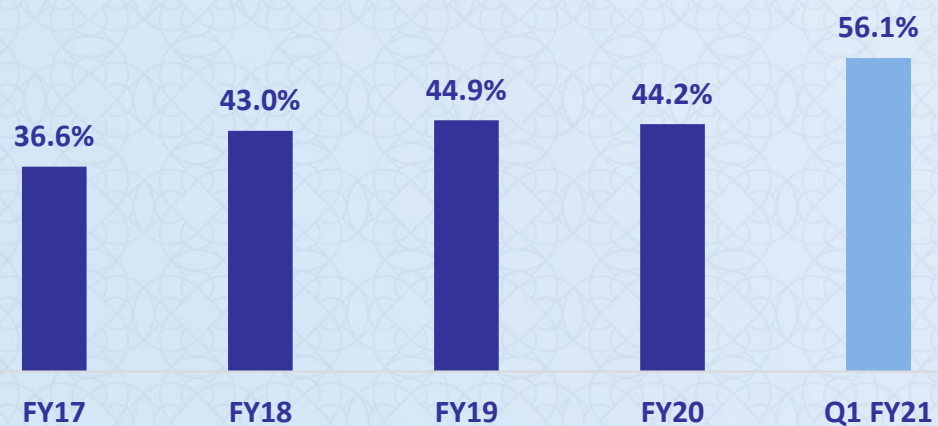


■ Tier 1 ■ Tier 2 ■ Tier 3 ■ Others

Indexed 30+ delinquency

* Re-categorization of cities

Online Retail Spend %



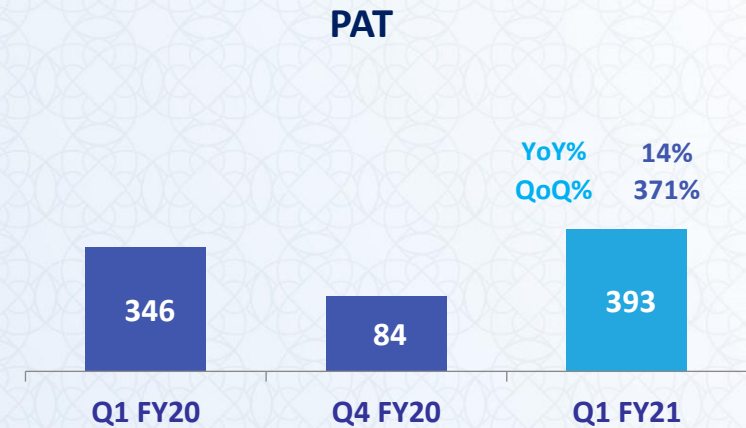
Spends Categories	% Growth Online	% Growth Point of Sale
Category 1 <i>Departmental Stores, Fuel, Health, Utilities, Education & Direct Marketing</i>	▲ 23%	▼ 32%
Category 2 <i>Consumer durables, Apparel, Jewellery & Restaurant</i>	▲ 21%	▼ 41%
Category 3 <i>Travel agents, Hotels, Airline & Railways</i>	▼ 78%	▼ 85%

% growth of Jun'20 over average of Dec'19 to Feb'20

Financial Results



	Q1 FY20	Q4 FY20	Q1 FY21	YoY	QoQ	FY20
Total Income	2,304	2,510	2,196	-5%	-13%	9,752
Finance Costs	302	334	275	-9%	-18%	1,301
Credit Costs	397	838	485	22%	-42%	1,940
Operating Costs	1,073	1,226	907	-15%	-26%	4,781
PBT	533	112	528	-1%	371%	1,730
Cost to Income	53.6%	56.3%	47.2%	(635)Bps	(909)Bps	56.6%
Gross NPA	2.7%	2.0%	1.4%	(133)Bps	(66)Bps	2.0%
ROAA	6.5%	1.3%	6.3%	(11)Bps	505Bps	5.5%
ROAE	36.1%	6.5%	28.3%	(783)Bps	2,173Bps	27.4%
EPS	3.71	0.89	4.19	13%	371%	13.3



Explaining Returns

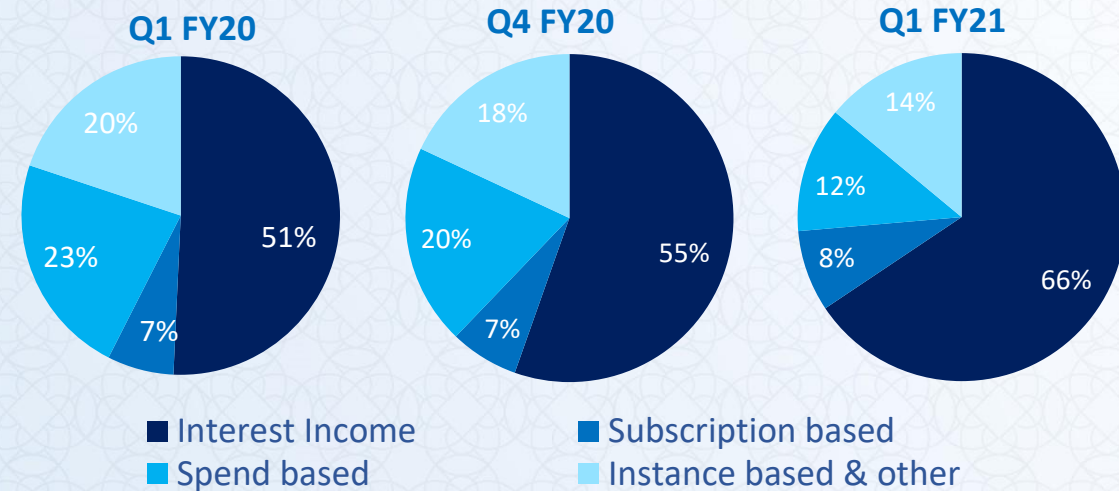


	Q1 FY20	Q4 FY20	Q1 FY21	YoY	QoQ
Interest Income	19.6%	21.0%	22.8%	318 bps	177 bps
Fees and other Income	22.1%	16.9%	12.0%	-1011 bps	-491 bps
Recoveries	1.3%	1.2%	0.6%	-69 bps	-57 bps
Total Income	43.1%	39.1%	35.4%	-763 bps	-371 bps
Finance Costs	5.6%	5.2%	4.4%	-121 bps	-78 bps
Net Revenue	37.4%	33.9%	31.0%	-642 bps	-292 bps
Credit Costs	7.4%	13.1%	7.8%	42 bps	-524 bps
Operating Costs	20.1%	19.1%	14.6%	-541 bps	-447 bps
PBT	10.0%	1.7%	8.5%	-143 bps	678 bps
Taxes	3.5%	0.4%	2.2%	-132 bps	173 bps
ROAA	6.5%	1.3%	6.3%	-11 bps	505 bps
Avg Assets/Avg Equity	5.6	5.0	4.5		
ROAE	36.1%	6.5%	28.3%	-783 bps	2,173 bps

Revenue Growth

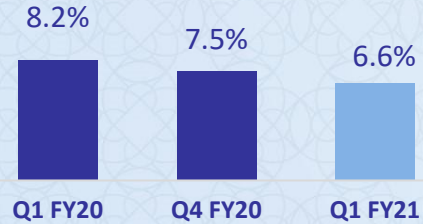
	Q1 FY20	Q4 FY20	Q1 FY21	YoY	QoQ
Revenue from Operations	2,068	2,433	2,152	4%	-12%
Other Income	236	77	43	-82%	-44%
Total Income	2,304	2,510	2,196	-5%	-13%
Finance Costs	302	334	275	-9%	-18%
Net Revenue	2,002	2,176	1,921	-4%	-12%
Interest Income Yield	21.2%	22.1%	23.9%	269 bps	175 bps
Cost of Funds	8.2%	7.5%	6.6%	(158) Bps	(88) Bps
Net Interest Margin	15.1%	16.6%	19.2%	414 bps	260 bps

Composition
Revenue from operations

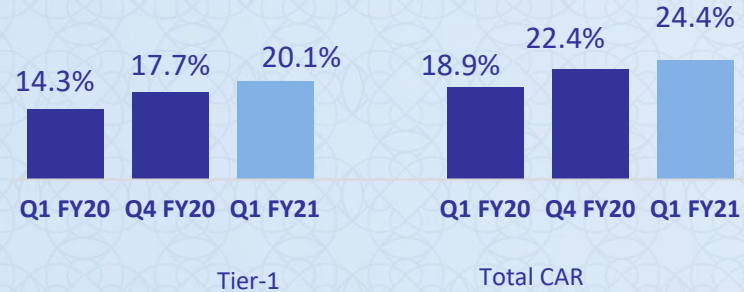


Capital Adequacy and Borrowings

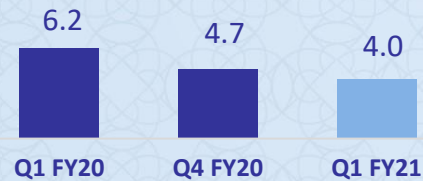
Cost of funds



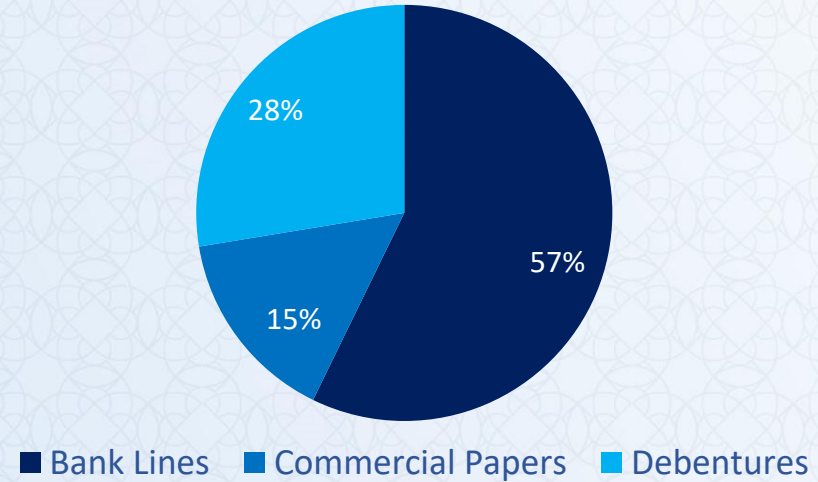
Capital Adequacy Ratio



Leverage



Borrowing Composition (Jun'20)



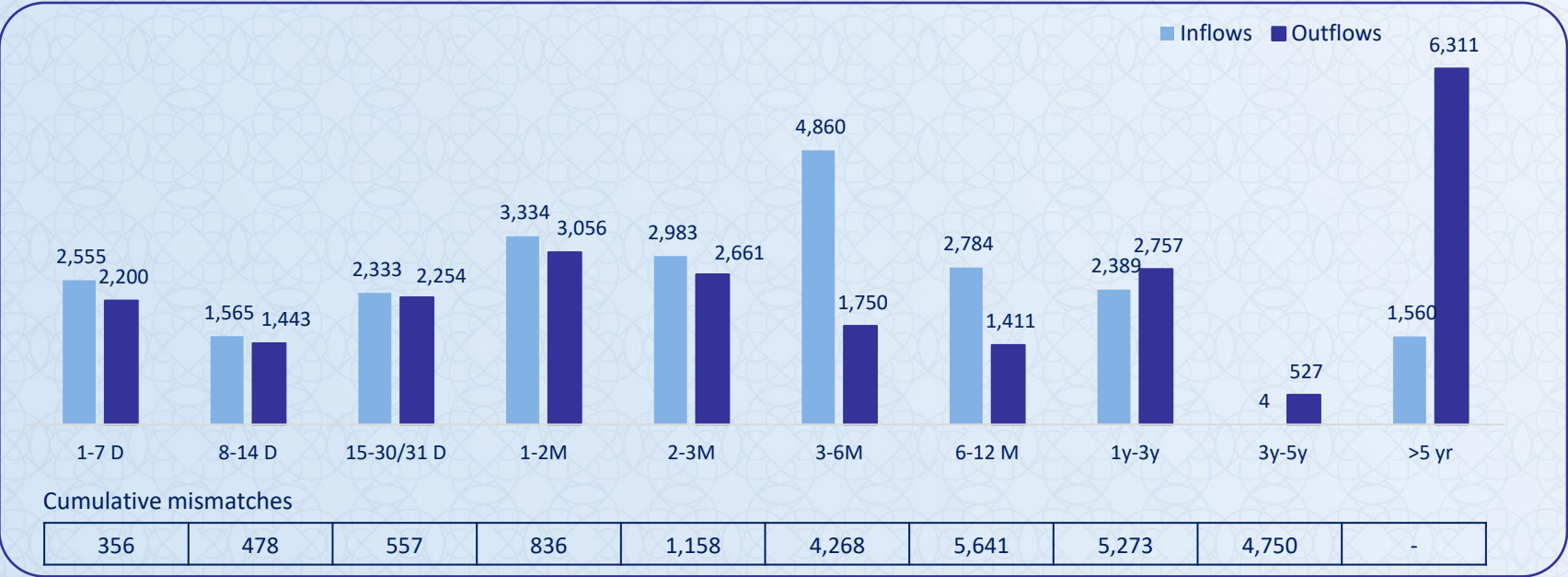
Credit Ratings

- Short Term : A1+ by CRISIL & ICRA
- Long Term : AAA/Stable by CRISIL & ICRA



Structural Liquidity (ALM)

Asset Liability Maturity profile – Jun’20



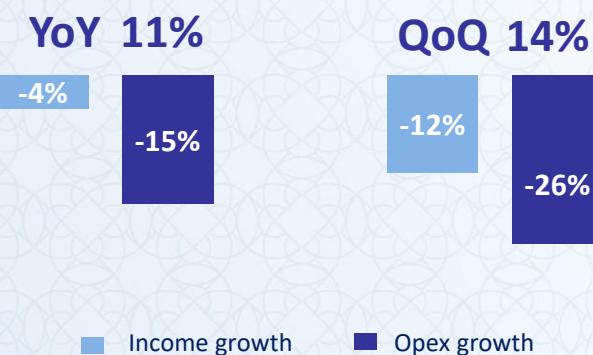
- Well matched ALM
- ₹ 4,978 Cr (30%) of sanctioned bank lines unutilized and available for draw down as at Jun’20

Operating Costs



	Q1 FY20	Q4 FY20	Q1 FY21	YoY	QoQ
Employee Cost	104	133	112	7%	-16%
Depreciation	29	29	28	-5%	-3%
CSR	0	17	6		-62%
Other operating expenses	939	1,047	761	-19%	-27%
Operating Costs	1,073	1,226	907	-15%	-26%
Cost to Income %	53.6%	56.3%	47.2%	(635)bps	(909)bps

Positive Operating Leverage



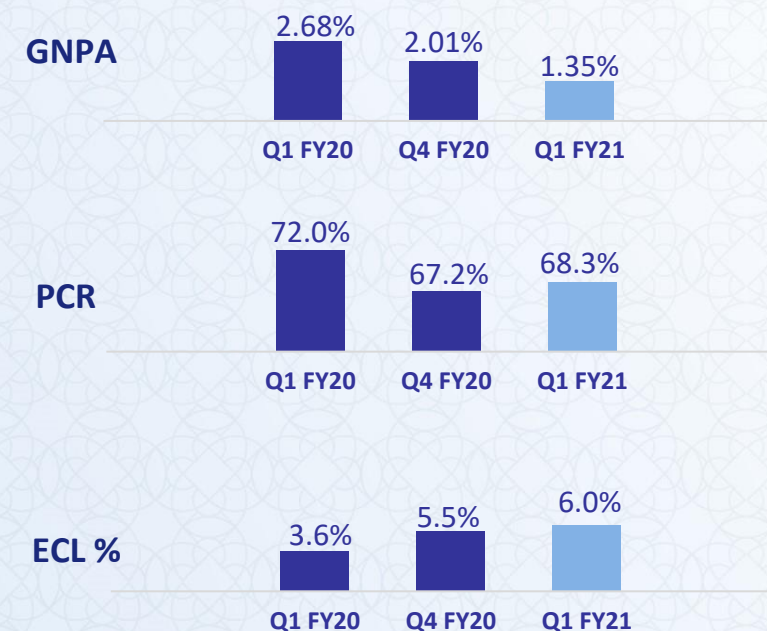
Asset Quality



	Q1 FY20	Q4 FY20	Q1 FY21	YoY	QoQ
Impairment and losses	397	838	485	22%	-42%
Gross Loss on Loans	396	838	485	22%	-42%
Gross write off	240	351	405	69%	15%
Provision	156	(3)	80	-49%	-2760%
COVID provisions		489			
Recoveries	(70)	(76)	(38)	-46%	-50%
Net Credit Costs	326	762	447	37%	-41%
Net Credit Costs(Ex-COVID)	326	273	447	37%	64%
Gross Credit Cost %	8.0%	13.7%*	8.2%	21Bps	-552Bps
Net Credit Cost %	6.6%	12.5%#	7.5%	97Bps	-492BPS

*Ex COVID: 5.7%; # EX COVID 4.5%

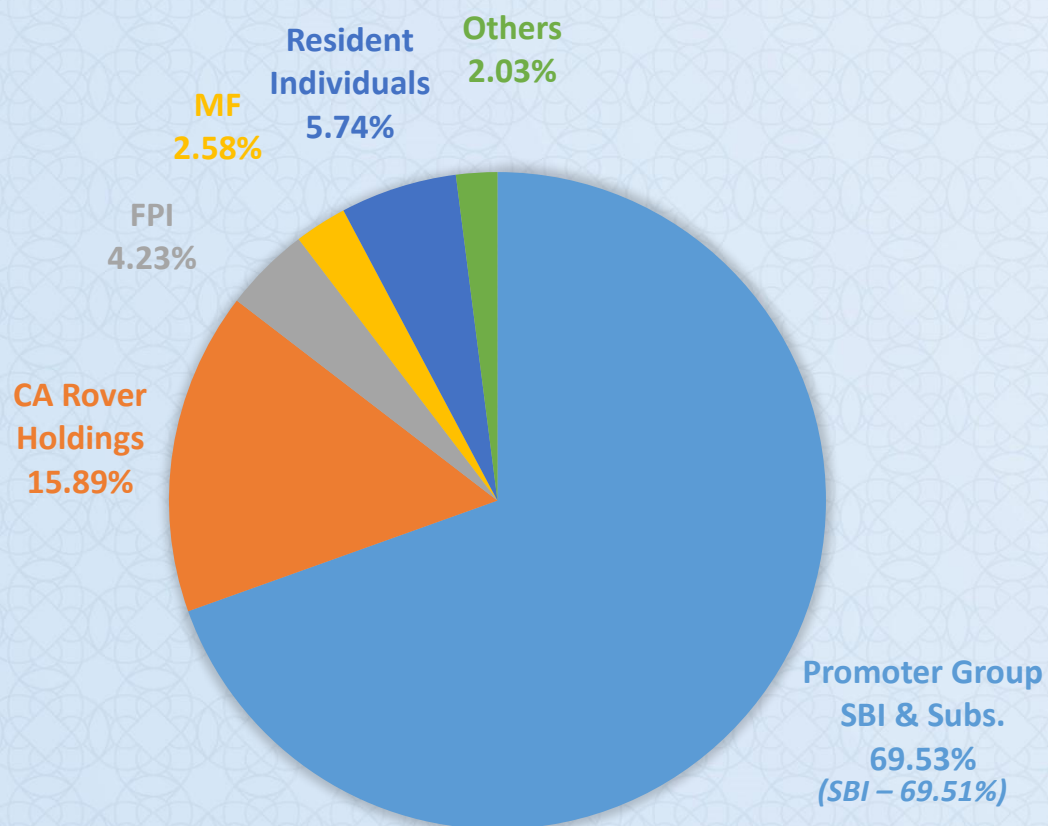
Key highlights



Shareholders Summary



Shareholding pattern, 30th Jun 2020



Top 20 Shareholders as on 30th Jun 20

S. No	Name of Shareholder	%
1	State Bank Of India	69.51
2	CA Rover Holdings	15.89
3	BNP Paribas Arbitrage – ODI	0.73
4	HDFC Trustee Company Ltd. A/C HDFC Balanced Advantage Fund	0.58
5	Government Pension Fund Global	0.41
6	HDFC Trustee Company Limited-HDFC Equity Fund	0.32
7	HDFC Trustee Company Ltd. A/C HDFC Top 100 Fund	0.28
8	Pioneer Investment Fund	0.27
9	Societe Generale – Odi	0.21
10	Kotak Standard Multicap Fund	0.20
11	Thornburg Developing World Fund	0.20
12	Robeco Capital Growth Funds	0.19
13	Fidelity Investment Funds - Fidelity Asia Fund	0.18
14	RWC Emerging Markets Equity Master Fund Limited	0.16
15	AIA International Limited - Relative Asia Equity Portfolio	0.14
16	India Infoline Finance Limited	0.14
17	Fidelity Investment Funds Icvc - Fidelity Global Focus Fund	0.13
18	Canara Robeco Mutual Fund A/C Canara Robeco Emerging Equities	0.13
19	ITPL - Invesco India Growth Fund	0.12
20	Best Investment Corporation Managed By Columbia Management Investment Advisers, LLC.	0.11

P&L Summary



P&L	Q1 FY20	Q4 FY20	Q1 FY21	YoY	QoQ	FY20
Interest Income	1,049	1,348	1,412	35%	5%	4,841
Income from fees and services	916	959	668	-27%	-30%	3,979
Service Charges	29	35	17	-41%	-52%	118
Business development incentive income	72	87	54	-25%	-38%	327
Insurance commission income	2	3	1	-41%	-57%	11
Net gain on fair value changes	0	-	0	-11%		-
Total Revenue from operations	2,068	2,433	2,152	4%	-12%	9,276
Total Other Income	236	77	43	-82%	-44%	476
Total Income	2,304	2,510	2,196	-5%	-13%	9,752
Finance costs	302	334	275	-9%	-18%	1,301
Employee benefits & Expenses	104	133	112	7%	-16%	468
Depreciation, amortisation & impairment	29	29	28	-5%	-3%	104
Operating & Other expenses	939	1,047	761	-19%	-27%	4,189
CSR Expenses	-	17	6		-62%	20
Impairment losses & bad debts	397	838	485	22%	-42%	1,940
Net loss on fair value changes	-	-	-			1
Total expenses	1,772	2,398	1,667	-6%	-30%	8,023
Profit before tax	533	112	528	-1%	371%	1,730
Profit after tax	346	84	393	14%	371%	1,245

Balance Sheet Summary



Balance Sheet	Jun19	Mar20	Jun20	YoY	QoQ
Assets					
Loans (Net)	20,457	22,812	21,921	7%	-4%
Cash & Bank Balances	578	676	593	3%	-12%
Other Financial Assets	296	276	313	6%	13%
Total Financial Assets	21,330	23,764	22,828	7%	-4%
PP&E, Intangible & Right of use assets	380	335	315	-17%	-6%
Deferred Tax Assets	162	275	279	72%	1%
All other Non Financial Assets	786	929	838	7%	-10%
Total non financial Assets	1,328	1,539	1,432	8%	-7%
Total Assets	22,658	25,303	24,260	7%	-4%
Liabilities and equity					
Equity Share Capital	837	939	939	12%	0%
Other Equity	3,093	4,402	4,712	52%	7%
Total Equity	3,930	5,341	5,651	44%	6%
Borrowings including lease liabilities	16,095	17,365	16,076	0%	-7%
All other financial liabilities	1,123	1,401	949	-15%	-32%
Total financial liabilities	17,218	18,765	17,025	-1%	-9%
Provisions	1,012	603	1,037	3%	72%
Other non financial liabilities	498	593	546	10%	-8%
Total non financial liabilities	1,510	1,196	1,583	5%	32%
Total liabilities and equity	22,658	25,303	24,260	7%	-4%

Annexures



Growth

- **e - Sourcing** : Focus on Digital Application through video KYC, & e-Sign
- **Open Market**: Leverage Live Location, & dynamic allocation for optimization
- **Banca** : Continue to expand SBI sourcing through Advanced Data Analytics / YONO
- **Online Spends**: Grow online spends through e-comm. Partner API Integration
- **Promote Contactless**: Expand contactless , QR based payments & Host Card Emulation
- **Cross Sell / Upsell**: Hyper personalization & targeted offers through Data Analytics

Manage Risk

- **Portfolio Management**: Granular micro segmentation for risk mitigation
- **Underwriting Automation**: Enhance risk models through Machine Learning
- **Risk Robotics**: New Robots launch in risk management
- **Advanced Collections**:
 - Location Intelligence integration into Collections CRM
 - Establish Centralized Collections Control Room
 - Dynamic account allocation module integrated in Collections CRM

Technology

- **Digital Journey** : Digital transformation of all customer touchpoints
- **Remote Workforce**: Expand remote workforce through Secure Access
- **Advanced Analytics**: Continue to leverage Data Lake, for growth and servicing

Customer Engagement

- **Self Service through Artificial Intelligence**: Increase self-service penetration through Advanced Chatbots & Microbots
- **Personalization** : Customer segmentation and personalization of services through Customer 360 degree analysis with automatic next best offer
- **Advanced Knowledge Bot**: Enhance Knowledge Bot to have deep insights for proactive customer support

Productivity

- **Dynamic Resourcing** : Redeployment of resources/employees to optimize costs
- **Cost Control** : Eliminate/defer non-priority expenditures
- **Contracts**: Renegotiate commercials with vendors/Service providers



Brand Campaigns



Brand Film – ‘Ghar mein khushiyaan’



Objective: Build stronger bond with consumers, by empathizing & inspiring them during the times of COVID-19

Film Idea: A message to stay positive by finding new joys / happiness at home & create memories to cherish

Media deployed: Digital & Social Media

Link: <https://youtu.be/8Dex6YmtaAw>

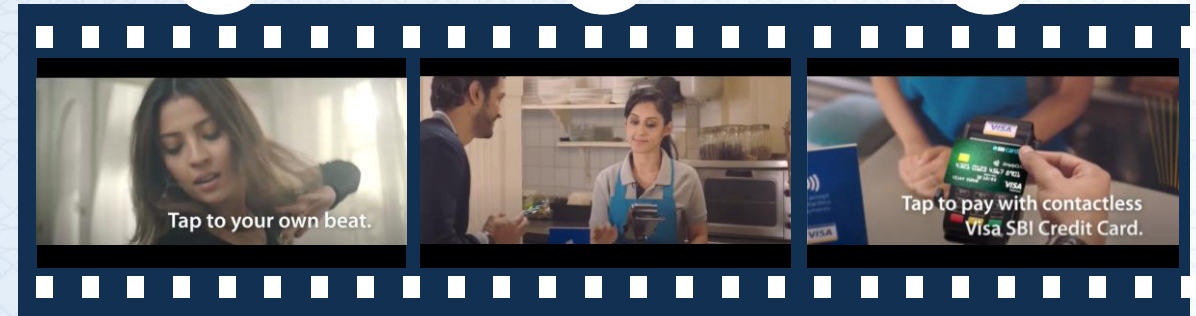
258 Mn+
Impressions

90 Mn+
Views

Featured in YouTube India's
Leaderboard of 'Most Watched
PSA (Public Service
Announcement) Ads' during Mar-
May 2020



Contactless Film – ‘Tap into the new normal’



Objective: Campaign created in collaboration with VISA to promote Contactless Payments

Film Idea: Builds on the 'Tap to Pay' action, aptly capturing simplicity & convenience of Contactless payments

Media deployed: Digital & Social Media

Link: <https://youtu.be/mA3bQbBEK8k>

97 Mn+
Impressions

39 Mn+
Views

The film launched in June'20 achieved higher than benchmark View Through Rate, indicating higher engagement amongst our TG

Product Brief



Core Cards



SBI Card Elite



SBI Card PRIME



SimplyCLICK SBI Card



SimplySAVE SBI Card



Doctor's SBI Card



SBI Card Elite Business



Shaurya Select SBI Card



SBI Card Unnati

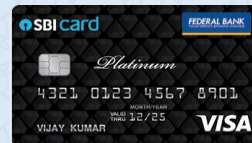
Banking



Central Bank SBI Card



City Union Bank SBI Card



Federal Bank SBI Card



South Indian Bank SBI Card

Co-Brand Cards

Retail



Lifestyle Home Centre SBI Card



fbb Style Up SBI Card



Tata Card



Apollo SBI Card

Travel



Club Vistara SBI Card PRIME



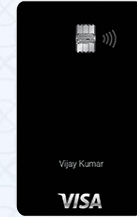
Air India SBI Signature Card



BPCL SBI Card



IRCTC SBI Card Premier



OLA Money SBI Card



Etihad Guest SBI Premier Card



Mumbai Metro SBI Card



Yatra SBI Card

Awards and Recognitions



Recent

- The Stevie Award for Project Shikhar under “Sales Distinction of the Year -Financial services in Silver Category” at the 14th Annual Stevie Awards for Sales and Customer Services 2020, held at Las Vegas, Nevada USA.
- Iconic Brand of India 2020 at the Economic Times Iconic Brand Digital Conclave held on 30th June, 2020.
- Best BFSI Brand 2019-20 by Economic Times in February 2020.

Previous

- Economic Times Most Promising Business Leaders of Asia, 2019-20 Award to Mr. Hardayal Prasad -MD & CEO during Economic Times Asian business leader conclave at Singapore.
- Most Effective Arrangements: Financial Crime & Sanctions Compliance award at the Global ‘Compliance Register Platinum Awards 2019’ at London.
- Golden Bridge Awards in the categories of customer service department of year in 2019 at San Francisco
- Stevie (Gold Award) for customer service executive of year in 2019 and Stevie (Silver Award) for the customer service department of the year in 2019 by the International Business Awards at Vienna
- Champion Security Award for the South Asia region at Visa Security Summit 2019 held in Shanghai China.
- SKOCH Award (Gold) for SBI Card Loyalty and Rewards Program and SKOCH Award (Gold and Order of Merit) for Project Shikhar in Payment Category at New Delhi.
- Best Data Quality Award (NBFC Segment) at the CIBIL Annual TransUnion Conference 2019 held at Mumbai.
- VISA Global Service Quality Award for ‘Emerging Payment Adoption – Visa Direct’ at Gurgaon.
- Best In-house Legal team award in the BFSI Sector by Indian Corporate Counsel Association at New Delhi.

Glossary



Term	Description
New Accounts	Sum of all accounts opened in a reporting period.
Card-in-force	Sum of all credit cards issued by us, including suspended credit cards that may be reactivated in future, net of cancelled and deactivated credit cards.
Spends	Total card spends constitutes the aggregate notional amounts transacted by our cardholders in a reporting period.
Receivables	Total credit card receivables outstanding from our cardholders at end of the reporting period.
Market share – CIF	Market share of total cards outstanding is calculated by dividing our total cards outstanding by the industry-wide total cards outstanding, as obtained from data published by the RBI.
Market share – Spends	Market share of total card spends is calculated by dividing our total card spends by the industry-wide total card spends, as published by the RBI, for the reporting period.
Averages	Two-point average of the opening and closing dates of the period.
Spends per card	Average card spends per cards outstanding is calculated by dividing our total card spends by the average total cards outstanding for the period (annualized)
Average loans per cards	Average loans per cards outstanding is calculated as total loans at the end of the reporting period divided by total cards at the end of the reporting period.
Yield %	Calculated as interest income divided by average receivables for the period (annualized)
COF %	Calculated as total finance costs for the period divided by average borrowings for the period (annualized)
Cost to Income %	We calculate our cost to income ratio as operating and other expenses divided by total income after subtracting Finance cost.
ROAA	Calculated as net profit divided by average total assets for the period (annualized)
ROAE	Calculated as net profit divided by the average shareholders' equity for the period (annualized)
Shareholders' equity	Shareholders' equity is defined as sum of share capital, reserves and surplus excluding reserves created out of amalgamation

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Thank You

